

CERTIFICATE OF TRANSMISSION

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Date: June 20, 2008

/Stacey Bussey/
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:

Applicant(s): Eric J. Horvitz, et al.

Examiner: Cheung, Victor

Serial No: 10/686,198

Art Unit: 3714

Filing Date: October 15, 2003

Title: METHODS AND APPARATUS FOR PREDICTING AND SELECTIVELY
COLLECTING PREFERENCES BASED ON PERSONALITY DIAGNOSIS

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO FINAL OFFICE ACTION DATED APRIL 21, 2008

Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the following comments and amendments.